

## OVERLAND SIX AND WHIPPET IN LOWEST CUT

Price Reductions Place Manufacturer in Second Place Among Four Leading Auto Builders of Country.

Speculative interests inside the motor car industry, commenting on the price reductions made by Willys-Overland last week on both the Overland six and the new Whippet, agree that it presages a move on the part of the Toledo manufacturer to step into second place among the four leading automobile builders in this country, excluding Ford in this consideration.

At the present time the bid is between Willys-Overland, Hudson-Essex, Dodge Brothers and General Motors, with no great difference separating the first three of these four.

The Toledo company is in an exceptionally good position to make a strong bid for this important place. Production ranked fourth for 1925, excluding Ford. The capital structure of the Willys-Overland organization ranked second, excluding Ford and General Motors and the Toledo company held the same position as it related to working capital. The plant investment is low, which is an important advantage at the start of a strenuous sales campaign. Earnings for the first half of this year have been satisfactory, despite the fact that within the past eighteen months the organization has put four entirely new models on the market. The entire development costs for the two new models introduced in 1925 were written off in that year.

All of the four new models have met with a highly satisfactory reception and the monthly sales volumes have held up in a strong manner so that any move which might be made at the present time would be based on a strong foundation.

The sales record of the Whippet, the European type light car which was introduced in June of this year, has broken all previous sales achievements for a new model in its first few months, and the position occupied in the light car field by this automobile is exceptionally strong.

The Overland six stepped into second place among all light sixes in its first year of production, and is holding its position in a strong manner this year.

Dealer representation throughout

## Factory Service Men Right on Job

In addition to the engineering and experimental forces of the Buick Motor company, a large service engineering staff is also maintained. This staff plays an important part in keeping Buick cars abreast of public requirements.

The service engineering staff keeps in personal touch with all the large branches, distributors and dealers. These in turn keep a constant check on all their sub-dealers and service clinics are constantly being held throughout the country.

In this way the service engineers carry accurate data to the engineering department, keeping them informed as to the operation of more than a million Buick cars in the hands of owners. The work done by this department accounts in a large measure for the constant improvement in Buick models from year to year.

This department, in co-operation with the engineering and experimental department, is continually searching for the things which could be made better. Much of the work done to improve the Buick car is a direct result of this department's activity.

When automobiles are stored or otherwise idle for considerable periods, engine corrosion can be prevented in a measure by an application of motor oil.

The country has been materially strengthened during the past several months largely because of the complete scope of the Willys-Overland line, which now covers better than 90 per cent of the entire price range in the industry.

It has been known for some time that Willys-Overland have been making rapid advances in the equipment of new plants to take care of a materially enlarged output and that the present equipment is the most modern that engineering design can afford.

The success of the Willys-Knight "70" which was introduced in January of this year, has been one of the outstanding features of the automobile year, and this car, coupled with the Willys-Knight great six is furnishing a strong entry in the quality car field.

With this strong line, plus the manufacturing and financial strength of the organization, Willys-Overland can be looked upon at the present time as being in a position to force the issue toward any goal to which it may be aiming.

Values such as those which are being offered in the new prices just established by Willys-Overland should be a strong force at the present time.

## STEEL BODY'S WORTH PROVEN

Stanley Smith Gives Real Demonstration in His Salesrooms

One of the most spectacular and interesting demonstrations seen on San Francisco's auto row for some time is being made by Stanley W. Smith, Inc., Hudson-Essex distributors for Northern California, to prove the claim that the new Essex six coach body, all of steel, is as "rigid as a steel building."

In the display room window, one of the new all-steel bodies has been placed, and on top of it more than three tons of steel beams. The exact weight of the beams is 6142 pounds. Despite this terrific weight, there is absolutely no distortion of the body, and the doors open and close freely while sustaining the heavy burden.

"It is our contention," said Stanley Smith, "that there is no automobile body made at any price whatever that is more solid, rigid and strain-proof than the all-steel Hudson and Essex coaches."

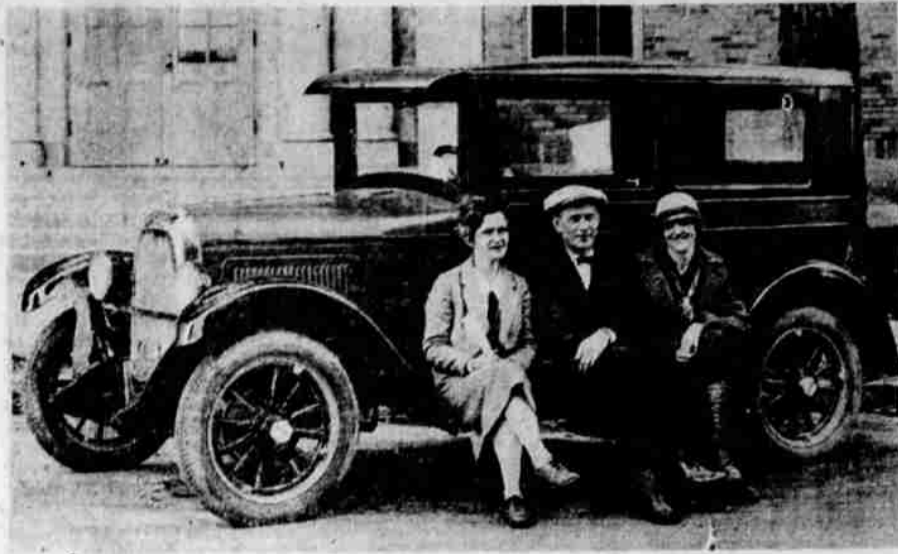
"Twenty years of merchandising automobiles has taught me that when you make a statement it is just as well to prove it, and that is the purpose of the demonstration we are making with this steel body."

"A child can see and understand that a bolted and riveted body of steel which is capable of sustaining more than three tons of weight without even affecting the free opening of the doors, is just as near squawk and rattle proof as it is possible to make it, to say nothing of the great safety factors."

"In the new Essex equal quality has been the rule in every detail. Any examination of details in body and chassis must reveal the superior fashion in which this six-cylinder car at a popular price is built. Plate glass is used throughout instead of ordinary glass, which is used in many cars costing much more. The Essex has a genuine walnut steering wheel, a four blade fan, roller valve tappets instead of the ordinary mushroom type, silent chain front end drive, over-strength frames and axles. Gasoline is strained, air is filtered and oil kept free from dirt by features of Hudson-Essex design without the need of extra accessories."

"A \$10,000,000 investment in a body plant was added to the already great resources devoted to the Essex to make the new all-steel Essex coach possible at its extremely low price."

## Whippet Speeds Over Pacific Highway With Great Ease



The accompanying cut shows the man, advertising manager of Klamath News. Miss Francel arrived in this city Wednesday, driving a Whippet, the Knight Sales company; Miss B. A. Francel, coast manager United States Advertising company, San Francisco, and Mrs. Lynn Zimmerman, advertising manager of Klamath News.

## Methods Changed In Lubrication

Lubrication methods for chassis are changing rapidly, says the National Petroleum News. Chassis lubricators are being built into automobiles and made to work successfully.

The plunger system eliminates expensive greasing operations. Dilution removers for motor oils have been objects of scientific experiments for five years, and some of them are now measurably efficient.

The state of Alagoas, Brazil, is building the most important automobile highway it has attempted in recent years.

## Graphited Joints Keep Heat Out

Where pipes which are subjected to a great heat are joined together, or where a threaded part such as a spark plug is screwed into another and then subjected to a great heat, the threads should be coated with a graphite grease.

If this is not done the parts are liable to fuse together so that they cannot be unscrewed again. The graphite, which will stand an intense heat, will prevent this.

When the car is sufficiently dirty to use soap be sure it is the regular automobile soap and free from alkali.

## PONTIAC NOW SEEMS CHIEF OF ALL SIXES

Named in Honor of Celebrated Indian Chief, the Car Becomes One of Most Popular Says Klamath Dealer.

Since its introduction the Pontiac Six has been known as the "chief of the sixes." Named in honor of one of the most celebrated Indian chiefs the country has ever known, this car, according to Ray Anderson of the R. R. R. garage, local dealer for the Pontiac six, has become one of the most popular motor vehicles with the aborigines.

"When Chief White Horse Eagle of the Osages was in San Francisco recently he praised the Pontiac for its stamina and performance and declared that the Indians as a whole greatly appreciated the honor bestowed upon them by the Oakland Motor Car company when this great manufacturing concern named one (Continued on Page Three)

## Auto Accidents Are Increasing



The news reports over a short period show auto accidents, occasioned by defective brakes and other control parts, are increasing at an alarming rate.

Have us check these parts for you and make the corrections before you get in a jam that will not only cost you a heavy repair bill but involve you in damages.

Complete Motor Repair Machine Shop

**TEMPLAR MOTOR CO. INC.**  
Repair Specialists

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Quality  
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- Packard ..... 1923 Touring
- Buick ..... 1922 Sedan
- Buick ..... 1924 Touring
- Buick "six" ..... 1924 Roadster
- Buick "four" ..... 1924 Roadster
- Ford ..... 1925 Sedan

And Other Like Cars

We Will Trade for City Lots

**Buick Garage**

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# ESSEX "6" COACH

AS RIGID AS A STEEL BUILDING



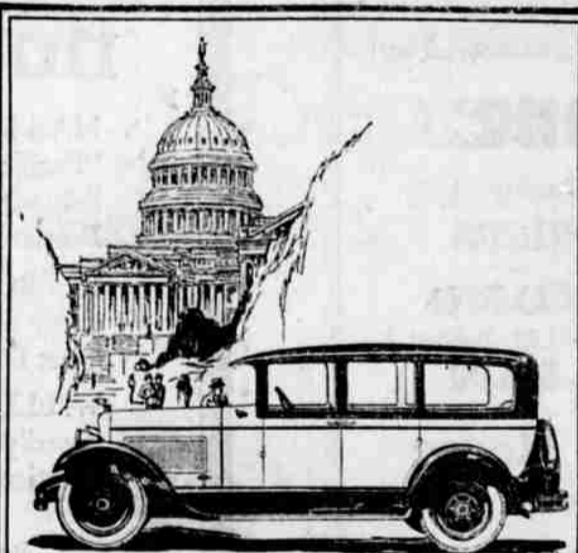
The steel used in the New Essex Coach steel body is the same quality and gauge used in cars costing \$4000 and upward.

*A 30 Minute Ride will win You!*

**Acme Motor Company**

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